

Casper Housing Authority's Father Day Event

The Casper Housing Authority's Father Day Event- A Celebration of Families 2013 inaugural event was the first Father's Day Event to be held in Wyoming, and was organized by Client Relations Manager, Amanda Kay Huckabay, an established special events and fundraising professional. She enlisted over 30 area non-profits and businesses to provide information and a children's activity at the event, as well as a flea market, and food distribution by the local food bank to those in need. The City of Casper Fire, Police, and EMT brought their vehicles for children to play in and use the fire hose to spray water.

The event was held in a large park with a band shell, and three bands performed, along with a magician, while children played on inflatable slides, bounce houses, and laser tag. Free BBQ, beverages, and cotton candy were provided through generous sponsorships and donations throughout the community. A local non-profit, Community Action Partnership, coordinated 12 living statues depicting scenarios of how having an involved father or not having an involved father affects children.

A local graphic designer created a logo and marketing material, which was distributed through email blasts, social media marketing, TV and radio commercial sponsorships, and a remote radio broadcast of the event was sponsored as well. T-shirts with the logo were created and worn by all CHA staff and volunteers. A local professional photographer donated his time to capture the event for future marketing.